



**Embassy of India
Abu Dhabi**

**Celebrating India@75 - 'Bharat ka Amrit Mahotsav' in the UAE
Participate by uploading your painting / Video blog / creative writing
based on the theme 'Achievements at 75'**

Prime Minister Shri Narendra Modi has launched 'Azadi ka Amrit Mahotsav' on 12 March 2021 by flagging off a 'freedom march' from Sabarmati Ashram, Ahmedabad. The 'Amrit Mahotsav' is a series of cultural events and digital initiatives undertaken by the Government of India to commemorate the 75th anniversary of India's Independence. The 'Amrit Mahotsav' has been launched on 12 March 2021 exactly 75 weeks before the 75th anniversary of India's Independence i.e. 15 August, 2022 and it will be celebrated till 15 August 2023. The celebrations during the 'Amrit Mahotsav' will be inspired by five pillars of 'Freedom Struggle', 'Achievements at 75', 'Ideas at 75', 'Actions at 75' and 'Resolves at 75' as guiding force.

The 'Amrit Mahotsav' was formally launched in the UAE on 'Shaheed Diwas' 23 March, 2021 by Ambassador Pavan Kapoor by paying homage to the freedom fighters of India. Remarks made by Ambassador Pavan Kapoor during the virtual launch event can be accessed at : [https://indembassyuae.gov.in/pdf/Remarks-by-Ambassador-\(23-March-2021\).pdf](https://indembassyuae.gov.in/pdf/Remarks-by-Ambassador-(23-March-2021).pdf) During the virtual launch Ambassador Pavan Kapoor also announced that the 'Amrit Mahotsav' will be celebrated as a Jan-Utsav or the 'celebration of the people' and a series of events and digital initiatives will be launched to celebrate the 'Amrit Mahotsav' in the UAE by the Embassy of India, Abu Dhabi and the Consulate General of India, Dubai.

In continuation of that announcement and to facilitate the participation of our vibrant community in the UAE in India@75 celebrations despite the restricted scenario due to the COVID-19 pandemic, a digital initiative has been planned for the period 25 March 2021 to 10 April, 2021. All the Indian residents in the UAE are urged to join this digital initiative by sharing a self made painting, video blog or a piece of creative writing based on the theme '**Achievements at 75**'. For participating in the online event, entries are **to be submitted between 25 March – 10 April 2021**. Best entries will be uploaded on official social media handles of the Embassy/Consulate and appreciation certificates will be issued to selected participants.

The guidelines for joining online celebrations India@75 - 'Amrit Mahotsav' are as follows :

I) Social media platforms to be used : Facebook, Instagram, Youtube or Twitter (handles of parents/guardians/friends can be used in case the participant does not have a personal social media account).

II) Content of online entries : A painting , video blog (of duration up-to 300 seconds) or a piece of creative writing (a poem or slogan). The entries should be based on the theme 'Achievements at 75'. The language of

the video blog / creative writing should be either Hindi or English. The audio should be clear with minimum background noise. Background music(if any used) should not be louder than the voice of participant.

III) Format of online entries : The painting entries should be bright and clearly visible and can be made using any available colors/paper/material. The paintings can be submitted online using a good quality color scan(in jpg/jpeg format). Hard copies can also be submitted in person or by post. Poems/slogans can be shared in the body of the email or as attachment (soft copy in pdf or jpg/jpeg format) and the same can also be uploaded on social media platforms. The video blogs should be bright and of good quality and ideally be shot using a tripod or fixed device preferably with aspect ratio of 16:9 (landscape mode). Duration of the video should be between 100 – 300 seconds. If a particular social media platforms do not allow uploading of videos of such duration, the video can be uploaded on a youtube channel and link of this video can be shared.

IV) Hash-tags to be used while uploading entries on social media :

#India@75 #BharatKaAmritMahotsav #AmritMahotsav #JaiHind

V) Organizations to be tagged while uploading entries on social media platforms :

i) Embassy of India, Abu Dhabi ('@IndembAbuDhabi' on Twitter, '@IndiaInUAE' on Facebook, '@india_in_uae' on Instagram and 'India in UAE' on Youtube)

ii) Consulate General of India, Dubai ('@cgidubai' on Twitter, '@IndianConsulate.Dubai' on Facebook, '@india_in_dubai' on Instagram and 'Consulate General of India, Dubai' on Youtube)

VI) Submission of entries and method for sharing details of participants :

All entries, along with details of the participants must be forwarded by email to the Embassy of India, Abu Dhabi(at cul.abudhabi@mea.gov.in – residents of Abu Dhabi) and to the Consulate General of India, Dubai(at cul1.dubai@mea.gov.in - residents of Dubai and other northern Emirates). A brief sample of the email is given below:

Subject : Celebrating [India@75](#) – Bharat ka Amrit Mahotsav in the UAE - Submission of entries on theme 'Achievements at 75' for the online event announced on 25 March 2021

Dear Sir/Madam

Please find below my details for the entry submitted by me on the theme 'Achievements at 75' in response to the online event announced on 25 March 2021 to celebrate [India@75](#) – 'Bharat ka Amrit Mahotsav' in the UAE :

Category : Painting / Video Blog / Creative writing

Entry uploaded online using social media platforms : Yes / No

If yes, the link of the online entry :

Name of the participant :

Age :

City of residence in the UAE :

Contact Number :

Email ID:

Regards

Attachment : Video blog or scanned copy of painting / creative writing (or share the link at the option mentioned above)

Example of online submission of the entries on Twitter :

Celebrating [India@75](#) - 'Bharat ka Amrit Mahotsav' in the UAE

Category : Painting / Video Blog / Creative Writing

Submitted by : Arun Mohammed (Al Ain)

Link of Video : <https://www.yu.tub/aBcD.....>

#India@75 #BharatKaAmritMahotsav #AmritMahotsav #JaiHind

@IndembAbuDhabi @cgidubai

Please note that personal details except the name and city of the participant should not be shared on twitter or other social media platforms.

VIII) Submitting original copy of painting at the Embassy/Consulate :

Participants willing to submit the original copy (applicable for paintings only) to the Embassy/Consulate, can submit the same in a sealed envelop at the main gate of the Embassy of India, Abu Dhabi (residents of Abu Dhabi) or the Consulate General of India, Dubai (residents of Dubai and other northern Emirates) on any working day between 0900 hrs and 1230 hrs.

The envelope must be addressed to the Press, Information and Culture Wing of the Embassy/Consulate and must be superscribed as "Submission of painting for the digital initiative on theme 'Achievements at 75' launched on 25 March 2021 to celebrate [India@75](#) – Bharat ka Amrit Mahotsav"

IX) Other guidelines : The participants are requested not to share their email ID, Mobile Numbers and other sensitive personal information on social media as the same could be misused. The consent of participants for sharing their entries by the Embassy/Consulate on social media platforms or use in book, painting/video album etc. is inherent and included in their act of submission of their entries. Visuals/words which are erroneous and misleading, and which may provoke communal, obscurantist, anti-scientific and anti-national attitudes must be strictly avoided. The person/ persons in the video should be adequately clothed. The display of obscene acts and exposures that deem to be indecent must be strictly avoided. Participants submitting entries for this online initiative are solely responsible for copyright regulations, if any. Their undertaking that the entries submitted don't infringe on any copyrights or intellectual property rights is inherent and included in their act of submission of their entries.

Abu Dhabi
25 March 2021